

Delta Regional Authority

JOB DESCRIPTION

Job Title: Director of Public Information and Communications

Position Summary:

The Director must be a strategic thinker and have a track record of developing implementing innovative communications strategies that can advance Delta Regional Authority (DRA) goals. The Director should have experience with public policy and experience either in a congressional office or directing communications for government agency or corporation. Incumbent must have strong writing, editing, and media outreach skills. The Director will ensure that the DRA is viewed as the ultimate repository, primary source, disseminator, and conduit of information within this diverse network and constituent base. The Director will work closely and collaboratively with the Federal Co-Chairman and the Chief of Staff to the Federal Co-Chairman.

Supervisory Control:

The incumbent reports directly to the Chief of Staff. Director performs duties with a great degree of latitude and independence of action. Assignments are carried out without preliminary instruction.

Position Location: Alternate between Washington, DC and the Delta Region

Wage Rate: Salary is based upon salary history, education and experience.

Qualifications:

Education: A minimum of a Bachelor's Degree from a four-year accredited college or University in communications, journalism, public relations or related field.

Experience: Four years experience in the professional communications field with demonstrated record of success.

Key Metrics:

- Develop and implement weekly press plans, including organizing and executing press events, drafting and placing op-eds, executing walking tours and roundtables, and scheduling editorial board sit-downs
- Draft, review and release weekly "Chairman's Letters"
- Follow local Delta story arcs and create news angles to insert DRA activities
- Draft and execute scripts for monthly web videos about the Chairman's activities in the Delta
- Performing daily and monthly DRA.gov maintenance

Other requirements:

- Exceptionally strong writing, editing and research skills
- Ability to demonstrate skills, knowledge, and experience in the design and execution of communications plans and activities.
- Demonstrated successful experience writing newsletters, policy briefs, reports, fact sheets and press releases.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Strong creative, strategic, analytical, organizational and personal skills.
- Experience overseeing the design and production of print materials and publications.
- Computer literacy in word processing, data-base management and page layout.
- Strong oral and written communications skills.
- Strong commitment to diversity and equity.
- Ability to effectively multi-task.
- Web-site content management
- Social media implantation and management
- Speech writing, etc.

Duties and Responsibilities:

1. Design and implement an effective communications plan that advances the strategy of the DRA.
2. Develop relationships with reporters and editorial boards in 8 state region as well as with WH, Hill and WDC federal agencies
3. Aggressively work to place appropriate content in national state and local media outlets. Maintains a direct relationship with all media community in all press matters regarding the Authority and additionally serve as the front-line contact between the media, the Chief of Staff, and the Federal Co-Chairman.
4. Lead the revision of the DRA website to include the coordination of website maintenance ensuring the new and consistent information (article links, stories, and events) is posted regularly to provide the public with a clear understanding of all the DRA programs and activities. Additionally, maintain the postings of all DRA scheduled events on the website.
5. Coordinate media interest and appropriate responses to media requests.
6. Establish benchmarks and a method of tracking communications successes.
7. Oversee the development and implementation of support materials and services in the area of communications and marketing.
8. Ensure articulation and communication of the Authority's desired image and position to all constituencies, both internal and external.
9. Coordinate the appearance of all print and electronic materials such as letterhead, use of logo, publications, brochures, etc., for final approval by the Chief of Staff.
10. Maintain responsibility for editorial direction, design, production and distribution of all organization publications approved by the Chief of Staff and Federal Co-Chairman.
11. Oversee the maintenance of the DRA contact management database to include all elected local, state and federal officials, media contacts, local development districts, economic development agencies, USDA state and area directors, financial institutions, and United States Congressional field representatives located in the DRA region. Additionally, a

listing of all DRA affiliated United States Congressional press secretaries, schedulers and chiefs of staff, DRA Health Advisory Committee, Delta Leadership Institute (DLI) alternates, designees and governors, all other friends of DRS, and any other contacts requested by the Chief of Staff. Work with consultants to maintain the organization website and ensure that it contains useful and timely content.

12. Create and lead and social media strategy approved by the Chief of Staff.
13. Craft speeches for the Federal Co-Chairman and Senior Staff in accordance with DRA goals and priorities.
14. Perform other related duties as assigned by the Chief of Staff.

Physical Requirements:

Reasonable accommodations will be made to enable individuals with disabilities to perform the following essential functions.

- (1) Audio-visual discrimination and perception sufficient to: (a) makes accurate observations; (b) read and write; (c) operate assigned equipment; and (d) communicate effectively with others
- (2) A mental capacity for: (a) sound decision-making and exercising good judgment; (b) evaluating and interpreting the implementation of DRA established rules and regulations.
- (3) A physical condition appropriate to the performance of assigned duties and responsibilities which will include but may not be limited to the following: (a) standing, walking, sitting for extended periods of time; and (b) use of hands and fingers or adaptive equipment to safely operate assigned equipment.
- (4) Ability to operate a motor vehicle; ability to obtain a valid Driver's License; and the ability to travel and potentially work odd hours while performing essential functions, will be considered essential staff.
- (5) Be able to pass a background check